15. (New) A method of operating a multimedia broadcast/multicast service, comprising:

causing a network controller to broadcast, to all mobile stations in a cell, an offer of service requesting from each mobile station an indication of interest in the service;

receiving data relating to each interested mobile station enabling determination of at least one of position within the cell and received signal quality for each interested mobile station;

calculating a preferred distribution of point-to-multipoint and point-to-point bearers for interested mobile stations in at least one predefined area within the cell;

determining a range of a subsequent broadcast transmission by at least one of received power level and received quality at each interested mobile station of a notification message sent from a base transceiver station to the interested mobile station, the subsequent broadcast transmission using point-to-multipoint bearers; and

requiring each interested mobile station which is out of range of the subsequent broadcast transmission to use point-to-point bearers to receive the service.

16. (New) A method according to claim 15, further comprising broadcasting at reduced power to the interested mobile stations within range.

17. (New) A method according to claim 15, further comprising broadcasting at an increased or decreased coding rate to the interested mobile stations within range.

18. (New) A method according to claim 17, further comprising repeating the broadcast a number of times.

19. (New) A method according to claim 18, wherein the network controller broadcasts the offer of service using a multimedia broadcast multicast service channel and the interested mobile stations respond using an existing random access channel.

20. (New) A method according to claim 18, wherein the network controller broadcasts the offer of service using a multimedia broadcast multicast service channel and the interested mobile stations respond using a new random access channel.

21. (New) A method according to claim 20, wherein both position and received signal quality data are received from each interested mobile station.

22. (New) A method according to claim 18, further comprising:

causing the network controller to broadcast at least one of the received power level and the received quality determined for a broadcast; and

testing, in each interested mobile station, the at least one of the received power level and the received quality determined for a broadcast against at least one of stored received power level and stored received quality to determine whether a point-to-point channel is required.

23. (New) A method according to claim 22, further comprising transferring the data enabling determination of at least one of the position within the cell and the received signal quality for at least one of the interested mobile station which is not idle, from another network controller via which the at least one of the interested mobile station is connected, to the network controller broadcasting the offer of the service.

24. (New) A method according to claim 23, wherein the service is universal mobile telecommunications service and the data is transferred from a serving radio network controller to a drift radio network controller via an interface link.

25. (New) A method according to claim 24, wherein said transferring the data includes adding the data to a linking message.

26. (New) A method according to claim 24, wherein said transferring the data is performed on demand.

27. (New) A method according to claim 24, further comprising changing between the subsequent broadcast transmission and the point-to-point bearer in accordance with a hysteresis diagram.